



KSTU
 5020 W. Amelia Earhart Dr.
 Salt Lake City, UT 84116
 (801)532-1300

CONTRACT

Contract / Revision 572113 /		Alt Order #
Product Matheson for Congress 2012		
Contract Dates 09/04/12 - 09/09/12		Estimate # 11756
Advertiser Matheson/D/Congress		Original Date / Revision 08/30/12 / 09/14/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KSTU	Account Executive Kent Carbon	Sales Office Salt Lake City
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Media Strategies & Research
 1580 Lincoln St
 Suite 510
 Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	13	09/04/12	09/09/12	M-F 5a-530a	5a-530a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$175.00			
E 2	13	09/04/12	09/09/12	M-F 530a-6a	530a-6a		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$175.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	09/03/12-09/09/12	M-F 530a-6a	530a-6a	-TuWThF----	:30		\$175.00	NM		
			Credited									
E 3	13	09/04/12	09/09/12	M-F 6a-7a	6a-7a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$375.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	09/03/12-09/09/12	M-F 6a-7a	6a-7a	-Tu-----	:30		\$375.00	NM		
			Credited									
E 4	13	09/04/12	09/09/12	M-F 7a-8a	7a-8a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$375.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	09/03/12-09/09/12	M-F 7a-8a	7a-8a	-TuWThF----	:30		\$375.00	NM		
			Credited									
E 5	13	09/04/12	09/09/12	M-F 8a-9a	8a-9a		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	13	09/03/12-09/09/12	M-F 8a-9a	8a-9a	-TuWThF----	:30		\$300.00	NM		
			Credited									
6	13	09/04/12	09/09/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$325.00			
7	13	09/04/12	09/09/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$325.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Buy Detail Salt Lake City, TV

Est ID: 11756

Client: Matheson for Congress 2012

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

KSTU-TV

Program Name	DP	Length	Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
KSTU 5a News	EM	M-F	\$175.00			1				1
5:00 AM - 5:30 AM		30	\$175.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 5:30a News	EM	M-F	\$175.00	1	1	1	1			4
5:30 AM - 6:00 AM		30	\$700.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 6a News	EM	M-F	\$375.00	1						1
6:00 AM - 7:00 AM		30	\$375.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 7a News	EM	M-F	\$375.00	1	1	1	1			4
7:00 AM - 8:00 AM		30	\$1,500.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Sunday 7a News	EM	Su	\$325.00						1	1
7:00 AM - 9:00 AM		30	\$325.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Saturday 7a News	EM	Sa	\$325.00					1		1
7:00 AM - 9:00 AM		30	\$325.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 8a News	EM	M-F	\$300.00	1	1	1	1			4
8:00 AM - 9:00 AM		30	\$1,200.00							
KSTU 11a News	DT	M-F	\$175.00		1		1			2
11:00 AM - 12:00 PM		30	\$350.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Judge Judy	EF	M-F	\$200.00	2	1	2	1			6
3:00 PM - 4:00 PM		30	\$1,200.00							
KSTU 5:30p News	EN	M-F	\$400.00	1			1			2
5:30 PM - 6:00 PM		30	\$800.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
KSTU 9p News	LN	M-F	\$1,500.00		1		1			2
9:00 PM - 10:00 PM		30	\$3,000.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Saturday 9p News	LN	Sa	\$800.00					1		1
9:00 PM - 10:00 PM		30	\$800.00							
Sold out at LUR per KSTU. Move to L2 to clear.										
Sunday 9p News	LN	Su	\$1,000.00						1	1
9:00 PM - 10:00 PM		30	\$1,000.00							

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1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

5020 Amelia Earhart Dr Salt Lake City UT

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Station Buy Detail
Salt Lake City, TV

Est ID: 11756

Client: Matheson for Congress 2012

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

KSTU-TV

Program Name	DP	Length	Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep	Sep	Sep	Sep	Sep	Sep	
				04	05	06	07	08	09	
Station Totals			\$11,750.00	7	6	6	7	2	2	30
Station Net			\$9,987.50							

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Station Buy Detail

Salt Lake City, TV

Est ID: 11757

Client: Matheson for Congress 2012

Flight Dates: Monday, September 10, 2012 to Sunday, September 16, 2012

KSTU-TV

Program Name	DP	Days	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	
KSTU 5:30a News	EM	M-F	30	\$250.00	1	1		1	1			4
5:30 AM - 6:00 AM			30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 7a News	EM	M-F	30	\$475.00	1	1	1	1	1			5
7:00 AM - 8:00 AM			30	\$2,375.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Saturday 7a News	EM	Sa	30	\$425.00						1		1
7:00 AM - 9:00 AM			30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Sunday 7a News	EM	Su	30	\$425.00							1	1
7:00 AM - 9:00 AM			30	\$425.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
KSTU 8a News	EM	M-F	30	\$475.00	1	1	1	1	1			5
8:00 AM - 9:00 AM			30	\$2,375.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Saturday 9p News	LN	Sa	30	\$1,000.00						1		1
9:00 PM - 10:00 PM			30	\$1,000.00								
Sold out at LUR per KSTU. Move to L1 to clear.												
Station Totals				\$7,600.00	3	3	2	3	3	2	1	17
Station Net				\$6,460.00								

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